

Journée Fourrage Land O'Lakes
vendredi 17/07/09
Fofikri Ilafy



On Friday July 17, U.S. Ambassador Niels Marquardt attended the opening of the "Forage Day" project. This \$6.8 million project is funded through the U.S. Department of Agriculture (USDA) Food for Progress and implemented through Land O'Lakes. Land O'Lakes is implementing a four-year dairy development initiative in the "Dairy Triangle" of Madagascar (June 2007 – June 2011). The primary objectives of the program are to improve the efficiency of dairy production, improve milk quality throughout the dairy value chain, and strengthen milk marketing systems (from farm to consumer). The project focuses on six regions that have existing dairy infrastructure and the greatest potential for commercially driven dairy production. Project results are expected to include a 25 percent increase in household income for 12,000 farmers, an increase in average milk yield of 30 percent, and the creation of 210 new private-sector jobs. Over 1.8 million people will be sensitized to the benefits of milk and dairy consumption, and milk product sales will increase by 30 percent nationally.